



OFFICIAL
Guide Book
OF THE
SAN DIEGO ZOO
PRICE 10c

DRIVE THEM **YOURSELF**

**Chryslers and Fords
FOR RENT**

**LATEST MODEL CARS—ALL
IN PERFECT CONDITION**

SPECIAL RATES BY WEEK OR MONTH

HARRY M. DORT

1060 SECOND STREET

Phone: F-3388

San Diego, Calif.



New Palace Hotel

AMERICAN AND EUROPEAN PLAN

Fifth Ave. and Elm St. :: :: San Diego, Calif.

**Within one short block of Balboa Park
Comfort, Hominess, Dignity and Refinement**

UNLIMITED PARKING FACILITIES

"Famous for Food"

SCIENTIFIC EYE EXAMINATION

DR. S. BERING

OPTOMETRIST

MAIN 0765



1122 5TH STREET
SAN DIEGO



JEANNETTE
BROWNIE
"HOME
MADE"
CHOCOLATES

1250 FIFTH AVE.

This Is the Candy That Is Your Ideal

THE SAVOY THEATRE
HOME OF THE FAMOUS
SAVOY PLAYERS
LATEST AND BEST SPOKEN
PLAYS

CALIFORNIA'S FINEST STOCK

Pitts THE TRUNK
230 "C" MAN
STREET
NEXT TO THE SAVOY THEATRE → SAN DIEGO CALIF.

A Reliable Luggage Store

INDEX

	Page
1. Reptiles	3
2. Elephant Seals	3
3. Monkeys	5
4. Cockatoos	5
5. Birds	5
6. Pigeons	7
7. Large Primates	7
8. Lintles	7
9. Hawks, Owls, Burrowing Animals ..	9
10. Flying Cage	9
11. Eagles, Small Bird Cage	11
12. Ducks and Geese	13
13. Alligators	15
14. Cranes and Storks	15
15. Sealion	15
16. Cat Grottoes	
17. Swan Pond	23
18. Camels	23
19. Elephants	23
20. Bears	24
21. Wild Pigs	24
22. Deer and Antelope	
23. Goats and Sheep	
24. Kangaroo	
25. Elk and Sheep	
26. Buffalo	
27. Water Buffalo	
28. Seabirds	



1. REPTILES are the only exhibits kept constantly under a roof. Snakes from Europe, Australia and Asia as well as the eastern states are on exhibition in this house, kept alive through the winter by artificial heat.

2. NORTHERN ELEPHANT SEAL: To be seen in the Mirror Lagoon are the only living specimens of this huge mamal in captivity, the gift to the Society of the Mexican government from the nearly extinct herd

GENUINE NESTLE PERMANENT WAVE \$5
CIRCULINE - - - - - \$7 50

6 EXPERTS

NO BOOTLEG MATERIAL USED

BOBBIE SHOP

EDWARDS & SONS

5TH AND BDWY. OVER BANK OF ITALY
MAIN 7605

Wallace Optical Co.
 Eyes Examined—Glasses Fitted
 Broken Lenses Duplicated Promptly
 A Full Line of Sun Glasses
 "WE CORRECT EVERYTHING IN SIGHT"
 801 BROADWAY AT EIGHTH ST.

The BOOK NOOK EST. 1915
 CIRCULATING LIBRARY

The latest Popular Books rented at 3 cents
 per day—No waiting for desired books.
 Tourist Rate: \$1.50 for 3 months or less.
 \$1.00 returned.

GEORGIA B. TRUE

The Book Nook
 Downtown
 1230 Fourth St.

El Prado Book Nook
 Up-Town
 2508 Fifth Ave.



"Thru This
 Gate"

While you are in
BALBOA PARK

Do not fail to visit this
 typical Japanese garden. It
 is a very picture of the
 Orient.

Tea and other refreshments
 served by Japanese lady
 attendants in their native
 costumes.

Open All Year

Japanese Tea Pavilion

BALBOA THEATRE

4TH AND E STS.

**FIRST RUN FEATURE
 PHOTOPLAYS
 AND VAUDEVILLE**



to be found only on the Guadalupe Islands. The lagoon is the gift of Miss Zimmerman to the zoo.

3. SMALL PRIMATES are housed in this collection of cages which have been built by subscribers whose names appear upon each page. A very large variety of monkeys is to be seen here, and there is always one or more babies to excite additional interest.

4. COCKATOOS from Australia, and macaws from Tropical America occupy this cage together with the larger parrots. The enclosure for this noisy, colorful group was built by money donated by Miss Ellen B. Scripps.

5. ECHIDNA, an egg-laying mamal which was brought over in the first Australian shipment, is of more interest scientifically than from any activity he displays.

OLDEST REAL ESTATE FIRM IN SOUTHERN CALIFORNIA

SPECIALIZED DEPARTMENTS

RENTALS AND HOMES—Bungalows on easiest possible terms and bargains for cash.
Rentals in all parts of the city.

LOTS—Greatest variety. All prices and locations.

BUSINESS PROPERTY—We are authority for business property.

FARMS—All kinds.

EXCHANGES—In all parts of the city.

ARNOLD REALTY CO

927 E STREET

Service Since 1869

Ask Any Banker or Business Man in the City

MIDWAY AIRPORT AND FLYING FIELD

**See the City, Mountains and
Sea from the Air**

A Sight you will Never Forget

Experienced Pilots—Perfect Safety

LEARN TO FLY NOW

Student Instruction

ON BARNETT AVE.

(Opposite Marine Base)

SAN DIEGO, CALIF.

"The Air Capital of the West"

6. Wild varieties of pigeon occupy one end and the domesticated ones the other division of this cage which was donated by Dr. R. G. Pickard. Many young are raised in this group.

7. LARGE PRIMATES. Three varieties of these larger primates are to be found here. The Chimpanzees given to the Society by Mr. Granger, the grotesque Mandril Baboon and the graceful and noisy Gibbons are the greatest attraction to the general public to be found in the entire park.

8. TURTLES AND TORTOISES are found in almost every place on the globe, and are still most unknown, from a scientific standpoint, of any reptile. The turtle pens are the gift to the zoo of Dr. Harry Wegeforth and he is specializing in the collection and study of turtles and tortoises.

Centrally Located on Broadway
OPPOSITE SAN DIEGO HOTEL
Convenient Parking Space Nearby

BROADWAY CAFE

Open from 5:30 a. m. to 12 midnight

EXCELLENT MEALS

POPULAR PRICES

Only a short way from Union Station,
Steamship Piers, Picwick Stage Ter-
minal, Tijuana Trains and Stages and
the Theatre and Shopping District.

All Street Cars Pass the Door

S. Gallacher and W. Gallacher, Props.

326 W. BROADWAY

San Diego

California

CASA GRANDE

APARTMENTS

UNIVERSITY AVE. at PARK BLVD.

San Diego

California

Not Far From Balboa Park

Away from the hustle and bustle of city life yet
very accessible by trolley or automobile.

Reinforced concrete construction. Steam and hot
water. Comfort and beauty.

GOLF SUPPLIES

We carry a stock of all leading Golf Balls and
sundries. Also repair clubs.

Use Our Driving Net and Putting Green
It's Free!

STANLEY ANDREWS

SPORT GOODS

Phone Main 5073

1131 Third Street

Phone Franklin 1908

Steam Cleaning

Auto Bath House

IN REAR OF SPRECKELS THEATRE
WASHING—POLISHING—GREASING

FREE CRANK CASE SERVICE

F. B. Haney, Prop.

FIRST AND E STREETS

San Diego

California

GAS

OIL

TIOGA GARAGE

1155 THIRD ST.

MAIN 2485

In Center of Shopping and Theatrical District
Day Storage 25c Show Storage 35c
Night Storage 50c

Satisfaction Guaranteed

Washing -- Greasing



9. HAWKS, OWL and BURROWING ANIMALS are collected into an attractive group of cages made on an old shore line without altering its original contours. This is called the McRae Cage, named from the donor, Col. Milton A. McRae.

10. The large Scripps Flying Cage, of which we are justly proud, is the comfortable home of many of the game birds, the Victoria Crown Pigeon, the Flamingos, wild turkey and all of the pheasants which are caged. This gives breeding space, flying room and the natural roosting places in the tall trees growing in this gigantic enclosure. It was built at the cost of \$15,000.00, donated by Miss Ellen B. Scripps.

Steamship Tickets Everywhere

We are agents for all trans-Atlantic, trans-Pacific and round-the-world lines. Also all leading tour companies.

Security Bank Travel Bureau

CLIFFORD F. COX, Manager

FIFTH AND E STREETS

MAIN 0194

"Travel With Security"

Pullman Cafeteria

1240 Fifth Street

QUALITY

and Service, at Prices You Like to Pay

Phone Franklin 4871

Bayloe the Cleaner

with DAVE FRIEDMAN

234 Broadway

*Suits Pressed While you wait by Men who know
Cleaning and Dyeing
Work Called for and Delivered*

Phone: Main 9240

Res. Main 3803-J-1

TOURISTS'
SPECIAL



GIVEN
ATTENTION

C. A. SOUTHWICK
OPTOMETRIST

522 F STREET

SAN DIEGO, CALIF.



11. The Eagle Cage is also another of Miss Scripps' gifts; here are to be found many varieties of the large birds of prey. This is surrounded by the horseshoe group into which are collected all of the smaller types of bird, the small parrots, parrakeets, finches, etc. These are divided between this cage and the group of small bird cages which like the small primate group, have been built by subscribers whose names are placed upon the particular cage for which they subscribed the necessary funds. The Horseshoe cage is also known as the Forward cage by all the zoo employees, as Mr. John Forward, Sr., gave this cage to the children of San Diego.

DR. F. G. WARD

WARD'S DOG & CAT HOSPITAL

Large outside runs for dogs
Animals treated and boarded

PHONE MAIN 7286

OFFICE
560 SEVENTH ST.

ALL THE COMFORTS OF HOME
YOUNG'S AUTO COURT
Absolutely Modern

By RAMONA'S MARRIAGE PLACE

and the Casa de Machado Inn

OLD TOWN

SAN DIEGO

1 and 2-room cottages equipped with kitchens,

Simmons beds, springs and mattresses

Bed Linen Furnished if Desired

Nice Palm Trees for Shade

Hot and Cold Showers

Laundry—Washing Machine

Grocery, Drug Store and Barber Shop

on Grounds

Close to Ocean

50 COTTAGES

CAMPING 50c

COTTAGES 75c and up

WEEKLY RATES

HILL. 4262-J 2822 SAN DIEGO AVE.

OFFICIAL

RAYBESTOS

BRAKE SERVICE

BUICK, HUDSON

AND

ESSEX SERVICE

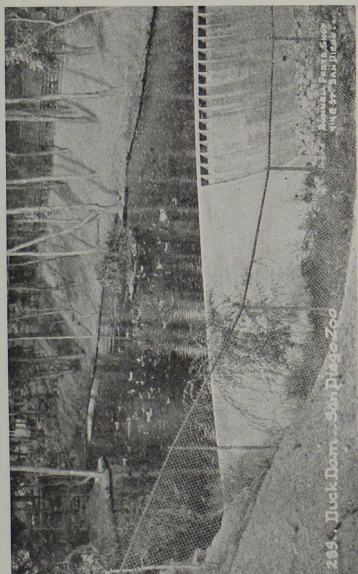
FACTORY FLAT LABOR RATE

We tell you what the repairs cost on
your car before we do the work.

O. D. GINTHER

PHONE: F-3655

1130 COLUMBIA



12. THE DUCK POND and the California sea-lion dam are built to scale and are an exact replica of the Otay dam of the city impounding system. The fund to build these dams was furnished by Miss Ellen B. Scripps.

The City Garage

Between Seventh and Eighth on B St.

LARGEST STORAGE GARAGE
IN THE CITY

Very centrally located in the shopping,
theatre and hotel districts

Complete, Courteous Service

FULL LINE GASOLINE AND
LUBRICATING OILS

Also
GREASING, WASHING, TIRE REPAIRS

Nelson Clewell Oakley, D.C., Ph.C.

CHIROPRACTIC
TREATMENTS

DR. GRACE L. HUDSON,
Associate



X-RAY AND BACTERIOLOGICAL
LABORATORY AND CLINIC

CLEWEL HEALTH SERVICE
NERV-O-METER READINGS

Offices:
1574 Fourth St.

Phone:
Franklin 2539

13. ALLIGATORS, while common in some parts of Southern United States, are a most interesting exhibit in Southern California. These were brought from Florida and donated to the Society by General and Mrs. M. O. Terry.

14. CRANES AND STORKS in quite a variety are to be found in the pens in the lower part of the Grotto Canyon. The sarus, from India, the Comapnion and the African Crown Crane are the rarer species to be seen here.

15. CALIFORNIA SEA LIONS are well known all over the world, being the seal used exclusively for training purposes. San Diego Zoo collects these to distribute to other zoos and trained animal acts.

The Cat Canyon is still in its initial stages. The Leopard grotto built by the late Mr. John Burnham, being the only one completed at the present. The two for the California Mountain Lion and the Panthers will be included in the society budget for 1928. The upper part of this canyon will house the wolves and coyotes.

LEAVE YOUR FILMS

WHERE YOU MEET THE ONES
THAT DO THE FINISHING

YOU CAN DEPEND ON OUR WORK AND SERVICE

EASTMAN
DEALERS

SUPPLIES
and REPAIRS

LOCAL VIEW
CARDS

BUNNELL PHOTO SHOP

414 E Street

THE BEST
in
VAUDEVILLE
and
PICTURES

PANT

ALWAYS THE BEST

SOUTH
EN-
TRANCE



MAIN ENTRANCE

PAGES

SHOW IN TOWN !

CONTINUOUS
NOON
TILL
11:30

Numbers show route taken by buses. The numbers correspond with numbers and items in index.



Phone Hillcrest 6872 Ocean View Cottages

CARDWELL'S AUTO CAMP

30 Modern Cottages, Every One
Privately Equipped with Kitchenette,
Gas, Lights and City Water

Cottages with or without Toilets

Cottages with Double Sleeping Accommodations.

2330 La Jolla Ave. Old Town, San Diego

Phone: Franklin 1541

YOU WILL ENJOY

The Mission Cafeteria

1156 FOURTH STREET

Breakfast 6:45-10:30 Lunch 10:30-2:30

Dinner 4:15-7:45

SAN DIEGO

CALIFORNIA

Phone F-5081-5127 Open 11 a.m. to 12 p.m.

New China Cafe

CHONG QUON, Proprietor

American and Oriental Dishes

Merchants' Lunch Served 11 a.m. to 3 p.m.

Sunday—French Dinner

1172 FOURTH STREET

S. W. Corner B St.

San Diego, California

SPEED AUTO WASHING

TOURING OR ROADSTER \$1.00

COUPE \$1.25

SEDAN \$.50

— TIME 15 MINUTES —

San Diego

Rapid Auto Laundry

Phone Main 9623

Foot of Broadway



YAK

The American Bison and the Filipino Water Buffalo occupy adjoining pens; two young water buffalo have been born and raised in the garden. With the American Bison we have not been so fortunate.

Hillcrest
2650-W

HOME COOKING

The Jerome Restaurant

VERNE O. GEHRINGER, Prop.

3841 Park Blvd. at University Ave.
San Diego :: California

Phones: Hill. 5398-Hill. 0387

DAY AND NIGHT STORAGE

TOW CAR SERVICE

BALBOA PARK GARAGE AND SERVICE STATION

GAS - OILS - TIRES & TUBES - AUTO ACCESSORIES

BATTERY & ELECTRICAL WORK

CYLINDER GRINDING & GENERAL REPAIRING

3731 to 3747 PARK BOULEVARD

In a Hurry?

Or for pleasure or sightseeing
It is quicker, safer and cheaper to call a

DOLLAR CAB CO.

cab and not be further bothered.

*The Only Cab Company in San Diego
Operating on the Zone System*

You Know Your Price When
You Enter Your Cab

NO CHARGE FOR EXTRAS

Our Rates: 50c - 75c and \$1

PHONE FRANKLIN 2127

PARK HOTEL

All Modern Outside
Rooms

Room Rates \$1.50 up
First Class Coffee Shop
in Connection

COR. FIFTH and UPAS

Phone: Hill. 0636

SAN DIEGO

Pearl Toyn, Owner
One Block from Balboa
Park. Take Car No. 1, 3
or 11 from Depot with-
out change.

B **O**
R **P**
O **T**
W **I**
N **C**
A
L

PRESCRIPTIONS FILLED
LENSES DUPLICATED

206 J. D. SPRECKELS BLDG.

ARTIFICIAL EYES

Phone Main 2997



16. THE TIGER AND LION GROTTOES are a source of great pride to the management as they are the first barless grottoes to be used for cat animals and have become the model for many others of the later zoos. Again Miss Scripps must be thanked as the donor of both of these grottoes.

BATTERY SPECIALISTS
FREE TESTING SERVICE



ILLINOIS APARTMENTS

505 WEST GRAPE ST.—Cor. State and Grape

Clean, Homey Apartments, Conveniently
 Located Near the Business District, Main
 Highways and Overlooking San Diego
 Bay

Rates Unusually Reasonable
 PHONE MAIN 4048

STEWART PRINTING Co

The House of Good Impressions

833 EIGHTH ST.

FRANKLIN 1784



LASTS BEST

COSTS LESS

PHONE MAIN 9761

17. THE SWAN POND, cemented during the year 1927 by money appropriated by the City of San Diego, contains three species of swan, the Mute, the Whistling and the beautiful black swan from Australia.

18. THE CAMELS were the gift of the Shriners and Barnes Circus. The stockade was paid for by money donated by the Campbell Chevrolet Company.

19. THE ELEPHANTS are kept in a strong stockade reinforced with railroad rails which is built in a way that makes it well nigh impregnable. The stockade with the two large elephants were the donation of the late Mr. J. D. Spreckels. The small elephant was presented to the zoo by Mr. C. R. Holmes of Santa Barbara.

All of the Deer Paddocks and the Sheep and Goat pens were built from the regular funds of the Zoological Society, the money being set aside for the purpose in the city budget for two years. The deer and antelope herds are the most numerous in the number of species represented of any mammals in the zoo. The elk enclosure was built by the members of the San Diego Lodge No. 168, B. P. O. E.

FISHING, CAMPING AND HUNTING SUPPLIES

We are always pleased to show you our stock
and give you valuable information backed by
25 years' experience in this section.

STANLEY ANDREWS

SPORT GOODS

Phone Main 5073

1131 Third Street

The two pens of wild hogs in the upper end of this canyon contain the pecarry, the wild pig of Central America, and the homeliest of all the beasts, the African Warthog. The European Wild Boar is needed to make a complete exhibit of this type.

The Bear den does double duty, being tenanted alternately by the Polar Bears and the five other varieties which will live at peace with each other but not the Polars. The canyon just below this grotto is set aside for several more grottoes in the near future. This is another grotto, funds for the completion of which were donated by Miss Scripps.



RESULTS COUNT

DR. FRED D. IRISH *CHIROPRACTOR*

PALMER SCHOOL GRADUATE

HEALTH SERVICE

SUITE 426

SPRECKLES THEATRE BUILDING

Corner Broadway and Second St.

SAN DIEGO, CALIFORNIA

Telephone: Franklin 4921

The Zoological Society of San Diego was organized and the incorporation inaugurated on October 2, 1916. In December the following Board of Directors: President, Dr. Harry M. Wegeforth; Vice-President, Dr. J. C. Thompson; Secretary, Dr. Paul Wegeforth; Treasurer, Dr. Fred Baker and Mr. Frank Stephens, was elected. Of this board one still remains as a member of the present Board of Directors—Dr. Harry Wegeforth, who is still president and actively in charge of the affairs of the society, Dr. Baker and Mr. Frank Stevens, who still live here are active and interested members of the society.

The present site of the garden was set aside by the Board of Park Commissioners as a permanent Zoological Garden on September 23, 1921. During the following month this action was confirmed by the Common Council of San Diego. During this same year the bear pit was built, the reptile house fitted for occupancy and various groups of animals purchased and collected into the best possible quarters in the part of the park assigned to them. The society had gained possession of the Standard Oil building, and as it became necessary to move it into the position it was to occupy an architect and a landscape gardener were employed to lay out the grounds, plan the necessary construction work and generally take the necessary preliminary steps to prepare the Zoological exhibit to the satisfaction of the Board of Park Commissioners and the society.

The fence line was started in September, 1922. All of the work previous to this had been greatly interrupted and retarded by the entry of the United States into the World War, and by the unsettled condition of things immediately following the cessation of hostilities. Conjunctively with the building of the fence came the construction of the Buffalo corral, the paddocks for some of the hay stock and the large bird pens. The burro track and many of the nearer roads



ONE OF THE THREE POLAR BEARS WHICH
WERE IMPORTED FROM NORWAY.

and trails were started during this year. The pools and ponds for water fowl exclusive of the two dams were built. The work of organization was greatly accelerated during the year 1922, a membership in the society of 900 being secured. The Board of Directors as individuals were busily occupied in securing donations to carry on the work of construction as laid out by the architect and landscape engineer.

Therefore it is not surprising that the year 1923 is the banner year so far as the active development of the garden is concerned. During this twelve months the following work was completed or practically completed. The Leopard Grotto, the group for small primates was finished and the large ones begun; Mirror Lagoon, Camel and Elephant Stockades, Pigeon, Parrott and Eagle cage for birds of prey as well as large flying cages were finished and filled with specimens. The Lion and Tiger Grottoes were built. The two cement dams for the sea-lion and water fowl were completed. In addition to the housing of the animals suitable offices and administration buildings were secured, removed to the Zoological Society territory and renovated by money donated for the purpose by Mr. and Mrs. Patrick O'Rourke. The three keepers' houses were provided, the refrigeration plant installed and a lunch room established. This construction work of cages and enclosures was augmented by a great deal of work upon the roads and trails, as well as much tree planting, all of this work being done under the supervision of the Park Superintendent.

The year of 1924 saw less construction work as the period of excessive expansion would necessarily come to an end when the number of exhibits acquired would justify a slight retrenchment. Also the cost of operation had reached such a size that all of the society's resources were taxed to the limit to properly care for the maintenance of the exhibit. However, this year

saw many substantial improvements—the building of the canyon comfort station, art stone benches in large numbers, the building of the McRae cages for burrowing animals, the completion of the bear den into a more attractive grotto, a large expedition to exchange animals with others was begun and consummated early in 1925, and also the finishing of the large primate group.

The year 1925 was the first year that the society was able to set aside in the city budget funds for permanent improvements. This allowance built the first unit of the deer paddocks and gave further opportunity to construct real roads suitable for traffic. The Forward cage and turtle pens were built during the year out of money donated for the purpose.

In 1926 the deer paddocks and goat and sheep enclosures were finished and the second comfort station was built. About 5000 trees were planted during this year. The buses, a donation to the society, were put into operation, the proceeds of which will build bird cages. The Zoological Hospital and Research Laboratory was well begun, the educational department put into full operation and an expensive new road connecting the new building with the zoological garden proper laid out and graded. The current year of 1927 has seen the organization in the position to put final perfecting touches on many of the things which were left in an imperfect condition during the strenuous years of excessive expansion. The Research Building was completed, the ponds and dams all cemented, drains enlarged and a drainage system put under the roads and trails to prevent washing. The large flying cage repainted and repaired. A second expedition to Australia was also successfully completed. A new bird cage group is under construction.

The best plan for the development of a zoo has been followed wherever it was possible to do so, that

ROLANDO

DO YOU KNOW—

That even in glorious San Diego and Southern California there is a restricted belt of territory which encompasses the most equable climate in the World?

DO YOU KNOW—

That on account of its higher elevations, this comparatively small area is considered one of the World's healthiest places to live?

DO YOU KNOW—

That ROLANDO with its rolling hills, scenic beauty and high restrictions is situated in the heart of this most desirable section? And the prices are moderate beyond belief.

Call or Wire

GEO. H. BLAKE

MAIN 9305

1249 FIFTH AVE.

San Diego

California

is, the necessary quarters were built and then the specimens were secured to occupy them. It is always easier to secure the animal than the cage for it. But there have been times when to take advantage of a wonderful opportunity the society was forced to use temporary quarters until permanent ones could be provided. Many of our birds are crowded together into cages with many varieties housed in one enclosure, this however, will be cared for with the completion of the unit row building. The barless grottoes as used by the Zoological Society for the cat animals are models for many of the new public zoos and private commercial collections and training quarters. Compared with other zoos it is still in its infancy and as the plans now exist for a most ambitious program for the future, in another few years it will be one of, if not the ranking zoological garden of the world.

SAN DIEGO MOTOR INN

OVERLOOKING BAY AND OCEAN

Located at Five Points on Coast Highway
2 miles north of Broadway and 2 miles south
of Old Town bridge

3805 California St., San Diego. Phone Hill. 7747
THE HOTEL

is not an auto camp, but a hotel for motorists. Suites arranged around a concrete courtyard and driveway. The only dirt here is in the perennial flower beds. Large hotel lobby above office has beautiful view of city, bay, ocean, Point Loma, Coronado and North Island. Suites have adjoining garage, living and bedroom, toilet and shower and a kitchenette. Hard plaster walls, electric light, hot and cold water and gas for heating and cooking. Cafe at main entrance.

\$2 per day and up

The by-laws of the society provide for the following classes of members:

Active Members—Those who have paid their annual dues, which are \$5.00 per year.

Life Members—Those who have donated \$200.00 or who have rendered distinguished service to the society.

Patrons—Those who donate \$1,000.00.

Founders—Those who donate \$2,000.00.

Benefactors—Those who donate \$10,000.00.

Sustaining Members—Those who pay dues of \$25.00 per year.

The annual membership entitles you to every privilege of the garden. For five dollars a year you can bring your family and friends to the garden as many times as you wish free of charge. An application blank for membership or for full information in regard to the membership is here attached. If a membership card is desired mail \$5.00 with card.

Please mail membership (information.....)

(Card.....)

Name

Street

City

State

CASA DE MACHADO

DISTINCTIVELY AN
OLD SPANISH INN

Built in 1801

Genuine Spanish and Mexican Dishes

Served in the Old Style

2745 SAN DIEGO AVENUE

OLD TOWN

(Opposite Ramona's Marriage Place)

You
Will
Enjoy

the quaint old Spanish atmosphere reminiscent of the romance and history of old Spanish California of a century and a quarter ago.

Truly one of the places to go while in San Diego.

*Courteous, Refined
Service*

Excellent Cuisine
PHONE HILL. 6857

8 minutes from
Broadway



WEST COAST THEATRES

SAN DIEGO'S GREATEST ENTERTAINMENT★

West Coast CALIFORNIA

*Consistently the Latest and Best
in presenting marvelous
FIRST RUN PICTURES
from World's Greatest Studios
FANCHON AND MARCO "IDEAS"
(Stage Presentations)
MUSICAL PROGRAMS
for Music Lovers*

West Coast CABRILLO

*Newly Remodeled — Cozy— Comfortable—
Offering the Cream of the Best Pictiures—
Feature Photoplays — Short Subjects —
Newsreel—Pipe Organ Musical Program.*

West Coast FAIRMOUNT

*East End's Marvel Theatre—Appeals to the
Entire Family—Finest Pictures—Excellent
Music—Children's Matinee Every Satur-
day.*